



Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
December 3, 2007

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, December 3, 2007 at 3:30 p.m. at the Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

Members Present: Monica Allread, Pen Johnson, Judi Nelson, Amanda Ormond, David Strang, Jackie Terry

Members Absent: Lucy Logan, Jayson Matthews

City Staff Present: Amanda Nelson, Sue Taaffe

Guests Present: Karen Bielak and Shereen Saurey with ASU Commuter Options Program and Anne Johns and Penny Pfaelzer with Pfaelzer-Johns

Agenda Item 1 – Consideration of Minutes

Committee Consensus: The minutes of the October 1, 2007 meeting were approved.

Agenda Item 2 – Public Appearances

There was no public comment.

Agenda Item 3 – Professional Advertising Services Proposal

Currently, the TIM marketing program utilizes Off Madison Ave. to concept and produce a television spot, R&R Partners to evaluate its media plan and freelance graphic artists to concept and produce print ads, light pole banners and online web advertising. In order to consolidate resources, staff proposed hiring a professional advertising agency to provide comprehensive advertising and marketing services.

Consensus: The Marketing Committee approved releasing a Request for Proposal for a professional advertising agency.

Agenda Item 4 – Orbit Expansion Update

In September, the city held two neighborhood workshops to discuss the possible expansion of the Orbit system south of the US 60 to the Western Canal from Kyrene to Price roads. The purpose of these workshops was to get feedback and gauge interest about the proposed expansion of the circulator system. Due to the slowing economy and reduced sales tax funds for Tempe's transit program, the city of Tempe Transportation Division is in the process of determining the impact of the reduced revenue on its overall operating budget and its ability to expand the Orbit system. As a result, the workshops originally scheduled for February have been postponed until fall/winter 2008.

Agenda Item 5 – Light Rail Update

Staff presented nine concepts for light rail "coming soon" banners. The purpose of the banners would be to let Tempe residents know that METRO will start operating in December 2008. The banners would

include either the “bus, bike, walk, rail” or “Starting in December” tag lines. Most of the concepts could also incorporate an image of the train. The goal is to have the banners hung on Apache Boulevard in February.

Consensus: The Marketing Committee approved the following concepts:

- Sweet ride.
- The train is coming.
- Your train is on time.
- Go green this December.

Grand Opening: Anne Johns and Penny Pfaelzer with Pfaelzer-Johns presented the METRO grand opening event plan. The event is expected to draw 200,000 people and will involve the cities of Tempe, Phoenix and Mesa. Elements of the plan include:

- Holding a three-day celebration tentatively scheduled for Dec. 26, 27 and 28, 2008.
- Hiring a professional event planner.
- Holding an appreciation dinner.
- Conducting a media preview day.
- Incorporating mini-celebrations at four stations throughout the line.

The following discussion among the Marketing Committee occurred:

- Amanda Ormond asked if the Christmas holiday season was the best time to hold the grand opening event.
- Judi Nelson stated that LRT safety messages are important to ASU. She also mentioned the Zipcar program for use during the grand opening.
- Monica Allread asked about the shuttle situation during the grand opening.
- Pen Johnson inquired about how the Charlotte, NC grand opening planners handled the end of the route congestion.
- Pen Johnson also asked if the Marketing Committee could review the grand opening plan before it was finalized.
- Judi Nelson requested that someone from METRO attend the Marketing Committee meetings to provide regular updates on marketing activities and grand opening planning.

Construction Update: Staff informed the Committee that the majority of construction in Tempe is nearly complete.

Agenda Item 6 – Next Meeting

The next meeting is scheduled for Feb. 4, 2008 at 3:30 p.m. in the Tempe Transit Office, 20 E. Sixth Street.

Agenda Item 7 – Adjournment

Judi adjourned the meeting at 4:30 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson